

Presentation Tips for Architects

An architect's job doesn't end at the edges of a blueprint. Yes, the calculations may all be accurate; the design, remarkable; the draft, flawless. But, the work is far from over. Before all the lines, the arches, and the dimensions come to life, there's one little thing that must be done: the presentation.

For some, this is the most dreadful part. Never mind the taxing process of brainstorming, the long hours of poring over sketches, and the complex calculations. All of these may seem so small compared to the thought of facing clients. Despite the aid of [architectural drafting](#) and [computer drafting](#) software in simulation, some architects still find it nerve-racking to translate their design into words that would convince clients to approve.

To help architects cruise through the presentation stage, here are some pieces of advice:

Gauge your audience's knowledge about architecture. An architect talking to an architect is one thing. An architect talking to a typical investor or businessman is another. When talking with colleagues it's quite easy to explain since you all speak the same lingo. But when you're talking to someone who has no architectural background at all, it could be tricky. Learn how to express your thoughts in layman's terms. Dumb it down if you have to. Your goal is to make sure that your audience understands what you're explaining.

Structure your presentation carefully. One of the worst things you can do is to have no logical flow in your presentation. This will not only confuse your audience but it will also irritate them. In structuring your presentation, start from the foundation of your design and work your way up.

Beat the nerves. It's normal to feel nervous before a presentation. But don't allow it get to you. Find a way to calm yourself. Remind yourself that you'll only be talking to people, not monsters or aliens who'll bite your head off if they don't like you. You can also try this classic trick: Imagine all of them naked. It doesn't matter if you'll be talking to a Forbes 100 CEO; his image in pink boxers will surely make you feel better. Moreover, rehearse as much as you can. Prepare your "speech", memorize it or at least take note of every key point, and practice in an empty room or in front of someone you're comfortable with. Take a light tone, keep it conversational, and be confident.

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